

AUGUST 2022

# TECHNOLOGY INSIDER



**Who else  
is sick of  
spam?**



*Your monthly newsletter,  
written for decision-  
makers*

## For business owners, spam is bad news.

Not only is it annoying, but it's also eating up hours of your team's time each year. In fact, it's estimated that people who get more than a hundred emails every day could be losing around 80 hours of their time each year, sorting out spam.

As well as the impact on productivity, have you considered how else it might be harming your business?

For example, how many of the emails that you send out – especially your marketing messages – are being marked as spam?

Spam filters give each email a score based on the sender reputation, domain name and many other factors. They also read the emails to spot common words and phrases used by spammers.

Using one "spammy" word in an email isn't a disaster in itself. But using too many can give you a higher spam score, and your message could be filtered into the spam folder.

Try not to use things like '\$\$\$' or 'free money'. Other flagged words and phrases are more surprising – 'being a member', 'free trial', 'unlimited', and even 'amazing'.

**Next time you're creating a marketing email, take a moment to consider how spammy your email could be perceived before you hit send. Staying out of the spam folder improves deliverability and open rates.**

### DID YOU KNOW...



**paying ransomware makes you a bigger target?**

**Ransomware is evil. It's where your data is encrypted until you pay a ransom fee to get it back.**

Many business owners say they'd pay the fee to resolve the problem quickly. But doing that can make your business an even bigger target for attacks.

**80% of ransomware victims who paid up were then hit a second time by the same attackers.**

**Doh!**

The greatest defense against ransomware is being 100% prepared. You need a working and verified backup, a ransomware resilience plan, and all the right security measures in place **BEFORE** you are attacked.



[www.fulcrum.pro](http://www.fulcrum.pro)



<https://www.linkedin.com/company/the-fulcrum-group-inc.>



<https://www.facebook.com/TheFulcrumGroup>

## Technology update



Not just content to fill our roads with his electric vehicles, now Tesla's Elon Musk is about to demonstrate a household robot.

The humanoid Optimus robot (aka the Tesla Bot) will be able to take on the repetitive and dangerous tasks that people hate. It'll be 5'8" tall, will carry up to 45lbs and walk at 5mph.

**Sounds like a good shopping companion...**

Elon's shifted his planned AI day from later this month to the end of September. He hopes to have a working prototype ready to show us.

**Which hated household tasks would you handover to a Tesla Bot? Could you see a use for it in your workplace?**

#1

As people become more suspicious of technology, new phobias develop. Technophobia is the fear of technology and cyberphobia is the fear of computers

# TECH FACTS

#2

Want to know how old you were when the internet was born? Visit [www.howoldistheinter.net](http://www.howoldistheinter.net)

#3

In the 1950s, computers were called 'Electronic Brains'. How 'bout we just stick with 'computer'?

# Join us at our Q3 Lunch & Learn In Person!



**The Fulcrum Group & Eleviant present  
Leadership Strategies for the Coming  
Recession.**

**On Thursday, September 22nd from 11  
a.m. to 1:30 p.m., at Texican Court in  
Irving we're discussing using inventive  
techniques to do more with less to  
make internal processes secure,  
functional and effective.**

**Register to attend on our website  
today!**

**DALLAS COWBOYS  
TICKET GIVEAWAYS**



“

## INSPIRATIONAL QUOTE OF THE MONTH

*“Technology will never  
replace great teachers  
but technology in the  
hands of great teachers is  
transformational.”*

**George Couras,  
Innovative Teaching,  
Learning, and  
Leadership Consultant**

”



## NEW TO MICROSOFT 365

### Hit Send too soon in Outlook?

We've all accidentally  
sent an email before it  
was ready. Or  
sent it to the wrong  
person 🙄

And while Outlook's  
recall is a popular  
feature, historically it  
hasn't always worked.  
It was only reliable if  
the recipient used  
Outlook too.

Great news. An  
update due for  
release next month  
will make email recall  
work regardless of  
where the recipient  
gets their email.

## WHO WILL ACE THIS MONTH'S TECH QUIZ?

You do have a tech quiz  
winner each month, right?

1. How many programming languages are currently in use?
  2. What's the name of a website designed just to be used for sharing information inside a company?
  3. Which mobile operating system does Google control?
  4. What does PDF stand for?
  5. What is a computer trojan a form of?
- The answer are below.

1) It's really hard to say. Wikipedia has a list of about 700. But some programmers claim there are up to 9,000 languages in use.

2) An intranet

3) Android

4) Portable Document Format

5) Malware

6) Trojan horse

7) Google

8) Microsoft

9) Apple

10) Amazon

11) Facebook

12) Twitter

13) LinkedIn

14) YouTube

15) Instagram

16) Snapchat

17) WhatsApp

18) Telegram

19) Messenger

20) Email

21) Cloud storage

22) Virtual reality

23) Augmented reality

24) Artificial intelligence

25) Machine learning

26) Deep learning

27) Neural networks

28) Data science

29) Big data

30) Analytics

31) Business intelligence

32) Data mining

33) Data visualization

34) Data security

35) Data privacy

36) Data governance

37) Data management

38) Data architecture

39) Data engineering

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# Are you blacklisting or whitelisting?

You know what it means to be blacklisted, right? (we don't mean through personal experience, of course).

Blacklisting is where you block something you don't trust. It's used to keep networks and devices safe from bad software and cyber-criminals.

But there's another, safer way of doing that – and that's called whitelisting.

Rather than trying to spot and block threats, you assume everyone and everything is a threat, unless they've been whitelisted.

But which is the right approach when it comes to keeping your business data safe? This debate rages on, with many IT professionals holding different views.

**Here are the main differences...**

- Blacklisting blocks access to suspicious or malicious entities

- Whitelisting allows access only to approved entities
- Blacklisting's default is to allow access
- Whitelisting's default is to block access
- Blacklisting is threat-centric
- Whitelisting is trust-centric

There are pros and cons to each approach. While blacklisting is a simple, low maintenance approach, it will never be

comprehensive, as new threats emerge daily. It's also easy to miss a threat, as cybercriminals design software to evade blacklist tools.

Whitelisting takes a stricter approach and therefore comes with a lower risk of access. But it's more complex to implement and needs more input. It's also more restrictive for people using the network and devices.

**Confused? You're not alone! If you'd like to discuss which approach is best for your business, get in touch.**



# ?A

**Q: How can I avoid being phished?**

A: The best thing is treating every email with caution. If you're unsure, check the address it's been sent from, look for grammatical errors, and see if the layout looks like a normal email from that person or company. If you're unsure, don't click any link.

**Q: What's an insider threat?**

A: It's the name for when someone within your business gives cybercriminals access to your devices or network. Usually, it's not malicious. But it's why regularly training your team in cybersecurity is a must.

## Business gadget of the month

If you want to upgrade your webcam without spending a lot, you can use your phone's camera. You also need a good tripod to hold it.

The Joby GripTight ONE is a great option. It's under \$50, has bendy, flexible legs, magnetic feet, and is small enough to carry from home to the office.



**Q: How do I choose the right backup for my data?**

A: Security and reliability should be your main considerations. Get in touch and we'll tell you what we recommend.



**THE FULCRUM GROUP**  
*One Technology Solution: Yours*



**This is how you can get in touch with us:**

**CALL: 817.337.0300 | EMAIL [info@fulcrumgroup.net](mailto:info@fulcrumgroup.net)**

**WEBSITE: [www.fulcrum.pro](http://www.fulcrum.pro)**